

ORDER



Orders
Order / Rev: 169859
Alt Order #: 06868973
Product Desc: Candidate
Estimate: 1890
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency
Name: The New Media Firm
Buying Contact: Michele Certo
Billing Contact:
 C/O Mundy Katowitz Media
 Washington, DC 20036-3134

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Michelle Lujan-Grisham for Congress
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 05/27/09
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	26	\$11,700.00	\$9,945.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$11,700.00	\$9,945.00	0.00
Totals	26	\$11,700.00	\$9,945.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	11/03/12	11/03/12	Saturday Today Saturday Today	CM	Sa 5a-7a	-----S-	:30	1	\$175.003		0.00	NM	1	\$175.00
SA AM News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$175.00		0.00						
3	All	11/01/12	11/01/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	---T---	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$425.00		0.00						
4	All	11/02/12	11/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	----F--	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$425.00		0.00						
5	All	11/05/12	11/05/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	M-----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$425.00		0.00						
6	All	11/06/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	-T-----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	1		\$425.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	All	10/31/12	10/31/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a --W----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----				1	\$200.00		0.00			
13	All	11/02/12	11/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a ----F--	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	----F--				1	\$200.00		0.00			
14	All	11/06/12	11/06/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a -T-----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	-T-----				1	\$200.00		0.00			
15	All	11/01/12	11/01/12	Who Wants to Be A Millionaire Who Wants to Be A Millionaire	CM	M-F 1130a-12p ---T---	:30	1	\$125.004		0.00	NM	1	\$125.00
MILLIONAIRE<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---				1	\$125.00		0.00			
16	All	10/31/12	10/31/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p --W----	:30	1	\$125.004		0.00	NM	1	\$125.00
EYEWIT-4 MIDDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----				1	\$125.00		0.00			
17	All	11/02/12	11/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p ----F--	:30	1	\$125.004		0.00	NM	1	\$125.00
EYEWIT-4 MIDDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	----F--				1	\$125.00		0.00			
18	All	11/01/12	11/01/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p ---T---	:30	1	\$200.003		0.00	NM	1	\$200.00
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---				1	\$200.00		0.00			
19	All	10/31/12	10/31/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p --W----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----				1	\$200.00		0.00			
20	All	11/02/12	11/02/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p ----F--	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	----F--				1	\$200.00		0.00			
21	All	11/05/12	11/05/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$200.00		0.00			
22	All	11/01/12	11/01/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p ---T---	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---				1	\$500.00		0.00			
23	All	11/05/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p M-----	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$500.00		0.00			
24	All	10/31/12	10/31/12		CM	M-F 630p-7p --W----	:30	1	\$500.003		0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 4 @ 630p M-F News 4 @ 630p M-F EYEWTNS NW-630<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$500.00		0.00			
25	All	11/02/12	11/02/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p ----F--	:30	1	\$500.00	3	0.00	NM	1	\$500.00
EYEWTNS NW-630<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$500.00		0.00			
26	All	10/31/12	10/31/12	Wednesday Prime B Wednesday Prime B	CM	W 8p-9p --W----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
L&O SVU														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$900.00		0.00			
27	All	11/04/12	11/04/12	Football Night in America Football Night in America	CM	Su 5p-6p -----S	:30	1	\$1,000.00	4	0.00	NM	1	\$1,000.00
SUN NGT FBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,000.00		0.00			
28	All	10/31/12	10/31/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p --W----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
EYEWTNS NWS-10<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$800.00		0.00			
29	All	11/01/12	11/01/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p ---T---	:30	1	\$800.00	3	0.00	NM	1	\$800.00
EYEWTNS NWS-10<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$800.00		0.00			
N30	All	10/31/12	10/31/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a --W----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$850.00		0.00			
N31	All	11/05/12	11/05/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a M-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$850.00		0.00			
N32	All	11/06/12	11/06/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a -T-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$850.00		0.00			

*Tax 1 Note: ABQ 7%.

Totals 26 \$11,700.00